

Kitsap County
Quit Line Data Summary
 July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 129	N = 3,906
Percent of Statewide Calls	4.0%	100.0%
Percent of State Population in County¹	3.9%	100.0%
	County %	State %
Gender	N = 129	N = 3,543
Female	63.6%	61.4%
Male	36.4%	38.6%
Race/Ethnicity	N = 115	N = 2,967
People of Color	18.3%	15.6%
White	81.7%	84.4%
Age	N = 124	N = 3,091
Less than 18 years old	1.6%	2.0%
18 - 24 years old	19.4%	14.9%
25 - 34 years old	25.8%	22.9%
35 - 44 years old	25.8%	25.8%
45 years and older	27.4%	34.3%
Education	N = 124	N = 3,038
Did not graduate high school	13.7%	16.6%
High school graduate	38.7%	31.8%
Some college/vocational school	37.9%	38.6%
College graduate	9.7%	13.0%
Caller Type	N = 122	N = 3,409
General Information	2.5%	13.2%
Health care provider	2.5%	2.9%
Tobacco user	95.0%	83.9%
Payer Type	N = 95	N = 2,235
Insured	30.5%	43.4%
Uninsured	30.5%	23.8%
Medicaid	38.9%	32.7%
Heard About	N = 102	N = 2,881
Past caller	23.5%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	17.6%	19.6%
Television	16.7%	23.9%
Outdoor advertisement (billboard/bus/wall)	1.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	2.9%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	2.0%	4.9%
Family or friend	25.5%	18.8%
Health Department	10.8%	3.0%
School	0.0%	0.6%